

09/30/03

1:00- 3:00 ET Building Caregiver Coalitions at the Regional Office Level. More information will be available at a later date. Contact : Spencer Schron more information (see below)

Working Title: Building Caregiver Coalitions at the Regional Office level

Audience: Centers for Medicare & Medicaid Services (CMS) Regional Offices staff, CMS Central Office staff, Administration on Aging Regional Office Staff, Area Agencies on Aging, National Association of Area Agencies on Aging, State Units on Aging, National Association of State Units on Aging, State Health Insurance Assistance Programs, AARP State Offices, “And Thou Shalt Honor” Coalitions, American Business Coalition staff, National Council on the Aging staff, Social Security Administration Regional and District Office staff.

Objective: To provide CMS Regional Office staff strategies and potential partners to build a coalition to reach caregivers of people with Medicare with information and messages on the Medicare Program. The intent is to conduct a roundtable discussion on how to develop a state coalition of partners concerned with getting messages to caregivers who take care of people with Medicare using the workplace or other venues with access to caregivers. The roundtable participants would include Gail Gibson Hunt, Executive Director of the National Alliance for Caregiving, Donna Phillips, Project Director of the National Council on the Aging/AT&T Employer Forum-Caregiving Project, Tom Pugh, Chairman of the Work Family Network of Maryland/Social Security Administration Division of Human Resources, Judi Presser, American Business Coalition, representative of Society for Human Resource Management, representative of Small Business Administration, CMS representative. The participants would each give a short description of how their group has or can contribute to a state coalition charged with getting messages to people with Medicare. The audience constituted as described above under “Audience” would ask questions of the panelists as to how this coalition would come together, operate, sustain itself, or other related item. The intent is to have a follow-up broadcast on next steps in bringing these groups together on a statewide basis to function as a coalition using a business case/marketing plan.

Messages: 1) Targeted communication strategies are critical to educating those not reached through the major modes of communicating Medicare information; 2) CMS has a responsibility to ensure everyone entitled to Medicare has access to the health care services and understands their rights; and 3) focus is on Medicare information channels an initial emphasis on preventive care.

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